

Market Entry for Medical Diagnostics Equipment

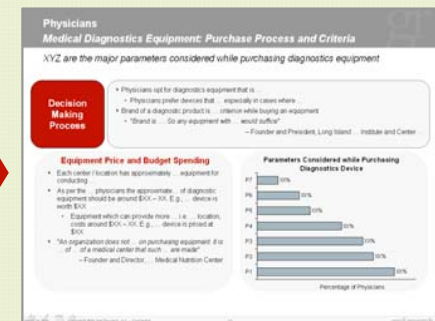
- **Client Objective:** Medical technologies company was evaluating the market potential for a device under development and needed help identifying the drivers and barriers for the purchase of the product
- **Grail Research Approach:** Conducted in-depth interviews with owners of wellness/fitness centers and physicians to provide client with insights on potential buyers' opinions about the product and its perceived value proposition



Equipment A Market Research
Physicians: Other Findings

Summary of Issues with Equipment A and Physicians' Suggestions

Issues with Usage of ... for Equipment A	Physicians' Suggestions to Tackle Issues
<ul style="list-style-type: none"> • use of ... medical diagnostic equipment (such as ...) • This is especially the case with physicians operating in ... centers. 	<ul style="list-style-type: none"> • Physicians at ... will be ... to usage of medical diagnostic equipment in spite of ... • equipment for ... is also expected to be ...
<ul style="list-style-type: none"> • related to ... treatment (e.g. medical diagnostic equipment) do not have ... • Patients for ... tests carried out using ... (EQU) 	<ul style="list-style-type: none"> • including ... other than ... which are covered by ... at the analysis. • For example ... test including ... as well as ... will help patients for the ... test.
<ul style="list-style-type: none"> • Perception that parameters listed in ... conducted by ... the treatment of ... related disease ... • The prescription / treatment provided by the physician ... • The patient are ... and conducted through traditional equipment is ... to progress. 	<ul style="list-style-type: none"> • if ... analysis conducted by ... to treatment of ... • This can be achieved through ... dependence of these on the parameters evaluated in ... report. • Further the ... of parameters found through ... on treatment of patients should be ... through ...



Collaborated with client to create interview questionnaire and finalize screening criteria

Recruited physicians and owners of wellness/fitness centers in U.S.; conducted 23 detailed interviews

Prepared interview transcripts and compiled key messages into a concise overview

Summarized findings to facilitate discussion and decision-making within client organization

1 week

3 weeks

2.5 weeks

2.5 weeks